

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

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1 – 14 (cancelled)

15 (currently amended): A hand-held device for receiving a signal from a source for playing sounds on the hand-held device ~~in response to received auxiliary data~~, the hand-held device comprising:

a microprocessor disposed on the hand-held device for directing operation of the hand-held device;

a receiver carried by the hand-held device and coupled to the microprocessor for receiving the signal from the source;

a central processing unit (CPU) and other circuitry discriminator carried by the hand-held device and coupled to the microprocessor for processing decoding the signal received by the hand-held device and determining the existence of promotional opportunities auxiliary data resulting from the receipt receiving and processing decoding of the signal;

a memory carried by the hand-held device and coupled to the CPU microprocessor for storing the promotional opportunities auxiliary data; and

an advanced sound circuitry carried by the hand-held device and coupled to the CPU microprocessor for playing of sounds relating to the received reception of the auxiliary data or promotional opportunities.

16 (currently amended): The hand-held device of claim 15, wherein ~~the signal is a composite video signal~~, the source is a display device and the receiver is a photosensor.

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17 (currently amended): The hand-held device of claim 15, wherein ~~the signal is auxiliary data~~, the source is a decoder box and the receiver is a radio frequency receiver.

18 (currently amended): A method for unlocking a sound preset within a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal containing auxiliary data from the source to the hand-held device;

receiving the signal on the hand-held device via the receiver;

processing decoding the received signal on the hand-held device and determining the existence of auxiliary data resulting from the receipt and decoding of the signal; and

selectively unlocking the ~~pre-stored~~ sound preset on the hand-held device based on the reception of the auxiliary data received via the signal.

19 (currently amended): The system method of claim 18, wherein the source is a display device and the receiver is a photosensor.

20 (currently amended): The system method of claim 18, wherein the source is a decoder box and the receiver is a radio frequency receiver.

21 (currently amended): A method for providing a viewer of a video presentation with an opportunity to purchase an object relative to the video presentation via use of a

hand-held device with a receiver from the receipt of auxiliary data from a ~~source~~ display device, the method comprising:

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transmitting a video signal with auxiliary data from the ~~source~~ display device to the hand-held device at discrete times during the video presentation;

receiving the signal on the hand-held device via the receiver;

~~processing the received signal on the hand-held device;~~

demodulating the auxiliary data from the video signal to provide the auxiliary data to the hand-held device; and

providing enabling the viewer with the opportunity to purchase the object using the hand-held device based on ~~the processing of~~ receiving the auxiliary data ~~received~~ via the signal.

22 (currently amended): The ~~system~~ method of claim 21, wherein the video signal is a composite video signal, ~~the source is a display device~~ and the receiver is a photosensor.

23 (cancelled)

24 (cancelled):

25 (not entered):

26 (previously presented): A method for visually transmitting auxiliary data from a monitor of a computer system to a hand-held device with an optical detector, the method comprising:

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manipulating the hand-held device so that the optical detector of the device is oriented toward the monitor;

selectively initiating the execution of an application program available on the computer system that broadcasts a visual image on the monitor signifying presence of the auxiliary data;

receiving the auxiliary data on the hand-held device via the optical detector;

providing promotional opportunities to a user of the hand-held device from reception of the auxiliary data..

27 (previously presented): The method of claim 26, wherein the application program is stored on the computer system in the form of a dynamic link library.

28 (previously presented): A method for broadcasting auxiliary data discernible in a visible image on a monitor of a computer system, the method comprising:

downloading an application program to the computer system;

installing the application program on the computer system;

running the application program on the computer system such that a visible image is presented on the display of the refreshable monitor;

detecting the horizontal scan frequency of the monitor; and

visually presenting the auxiliary data on the monitor.

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29 (previously presented): The method of claim 28, wherein the application program is a dynamic link library file.

30 (previously presented): A system for providing promotional opportunities to a user of a hand-held device by use of signals and auxiliary data from a display device and a radio signal source, the system comprising:

a decoder box for with means for receiving signals from the display device or radio signal source, transmitting auxiliary data to the hand-held device, and providing the user with feedback on the auxiliary data received and processed on the hand-held device;

the hand-held device for receiving auxiliary data, the hand-held device comprising:

(a) a photosensor carried by the hand-held device for receiving the auxiliary data directly from the display device;

(b) a radio frequency receiver carried by the hand-held device for receiving the auxiliary data transmitted from the decoder box and from the radio signal source;

(c) a decoding means on the hand-held device for decoding the received auxiliary data;

(d) a central processing unit and circuitry carried by the hand-held device for processing the auxiliary data received by the hand-held device and providing the user with promotional opportunities based on the receipt of the auxiliary data;

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- (e) a memory carried by the hand-held device and coupled to the central processing unit for storing promotional opportunities;
- (f) a visual display carried by the hand-held device and coupled to the central processing unit for providing the user visual notice of the promotional opportunities available to the user via use of the hand-held device;
- (g) sponsor information on the enclosure of the hand-held device for providing the user with visual notice of the company responsible for providing the user with use of the hand-held device;
- (h) a control member carried by the hand-held device and coupled to the central processing unit, photosensor, and radio frequency receiver to provider user selection the signal source of the auxiliary data;
- (i) advanced sound circuitry coupled to the central processing unit to provide the user with advanced sounds based on the receipt of auxiliary data;
- (j) sound coordination circuitry coupled to the central processing unit to provide the user with means to communicate with other devices so as to provide a coordinated sound performance;
- (k) an aiming indicator to indicate to the user that auxiliary data is being received by the hand-held device; and
- (l) an input-output means coupled to the central processing unit to connect the hand-held device to a computer or computer-like device.

31 (previously presented): An electronic multi-use card for the redemption of promotional opportunities, said electronic multi-use card comprising:

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a microprocessor embedded in the card;

memory electronically connected to the microprocessor;

visual display electronically connected to the microprocessor and the memory;

user interaction means electronically connected to the microprocessor, the memory, and the visual display;

a photodetector, said photodetector being electronically connected to the microprocessor and the memory, the photodetector being capable of detecting light from a conventional bar code scanner; and

laser detection triggering means electronically connected to the photodetector.

32 (presently amended): A method for the redemption of promotional opportunities, the method comprising:

providing an electronic multi-use card, the electronic multi-use card having a visual display means, a photodetector and a barcode detection triggering means;

pointing the electronic multi-use card at a video display;

receiving electronic value data by the electronic multi-use card from the video display;

storing of the electronic value data on the electronic multi-use card;

transporting the electronic multi-use card to a point of sale, the point of sale having associated therewith a computer system with a barcode scanner;

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viewing the electronic value data in the visual display means and simultaneously activating the barcode detection triggering means on the card relative by use of the barcode scanner; and

entering the at a point of sale the promotional opportunities into the computer system.

33 (cancelled):

34 (cancelled):

35 (cancelled):

36 (cancelled):

37 (new): The hand-held device of claim 15, wherein the signal is a video signal modulated with auxiliary data in a substantially invisible way.

38 (new): The hand-held device of claim 15, wherein the signal is a radio signal with auxiliary data.

39 (new): The hand-held of claim 15 further comprising light emitting devices coupled to the microprocessor for notifying the user of reception of the auxiliary data on the hand-held device.

40 (new): The method of claim 21, wherein the signal is a video signal modulated with auxiliary data in a substantially invisible way.

41 (new): The method of claim 21, wherein the signal is a radio signal with auxiliary data.

42 (new): The method of claim 21 further comprising the step of notifying the user of receipt of auxiliary data on the hand-held device.

43 (new): The method of claim 21, wherein the video presentation is a musical performance and the object is a compact disc.

44 (new): A method for providing a viewer of a presentation with information relative to the presentation via use of a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal with auxiliary data from the source to the hand-held device at discrete times during the video presentation;

receiving the signal on the hand-held device via the receiver;

demodulating the auxiliary data from the signal to provide the auxiliary data to the hand-held device; and

providing the viewer with information relative to the presentation using the hand-held device based on receiving the auxiliary data via the signal.

45 (new): The method of claim 44, wherein the source is a display device and the receiver is a photosensor.

46 (new): The method of claim 44, wherein the source is a decoder box and the receiver is a radio frequency receiver.

47 (new): The method of claim 44, wherein the signal is a video signal modulated with auxiliary data in a substantially invisible way.

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48 (new): The method of claim 44, wherein the signal is a radio signal with auxiliary data.